



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4302: DESKTOP PUBLISHING AND DESIGN

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- i. Explain **FIVE** advantages of Desktop publishing in today's companies. (10 Marks)
- ii. Discuss any **FIVE** common features of Desktop Publishing software (10 Marks)
- iii. Describe the purpose of Desktop Publishing when designing a company poster.(10 Marks)

Question TWO

You have been hired to head the Graphic Design Department of a reputable company.

You are expected to use your Desktop Publishing knowledge to design the company's Poster for an event happening during Labour Day (20 Marks)

Question THREE

Using your knowledge of desktop publishing and design, create a brochure for Unga Millers showing your company's products.

(20 Marks)